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Your success begins in
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Michigan Economic Development Corporation

House Commerce Committee
Honorable Representative Frank Foster, Chair
February 27, 2013
Presented by:
Christine Quinn, WDA Director
James McBryde, MEDC Vice President, Governmental Affairs



Michigan Industry Cluster Approach (MICA)

For a Demand-Driven Workforce System



Statewide Cluster Development Approach

**High
unemployment,
regional sector
focus**

**Statewide
demand-driven
cluster
approach**

Requires:

- ✓ More and better data
- ✓ More engagement with employers

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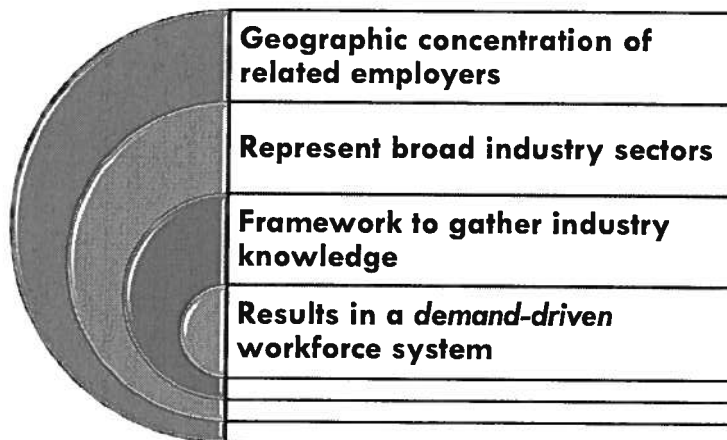
What is Demand-Driven?

- **Opposite of supply-driven**
- **Establishes employers as primary customers of workforce system**
- **Employers identify their labor market information**



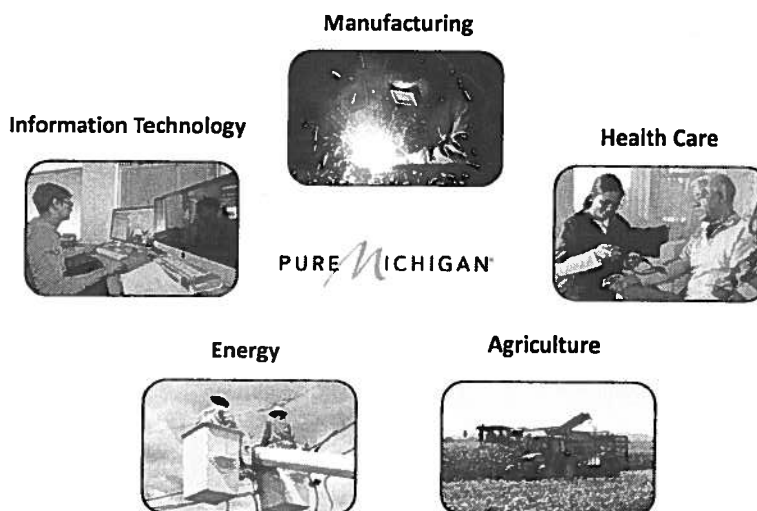
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What is a Cluster?



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WDA Clusters

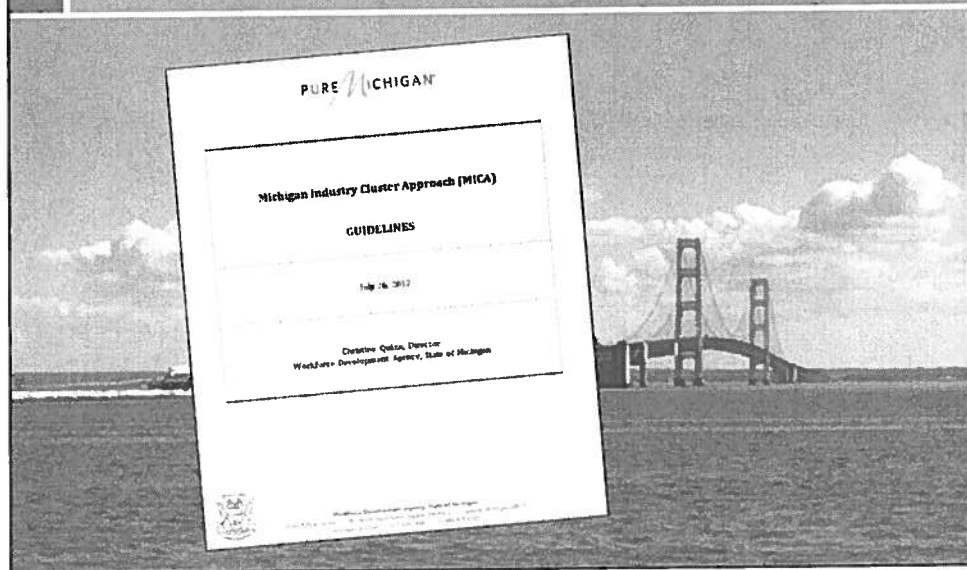


Why Cluster Strategies?

- Evidence and experience base is strong
- Consistent with economic development
- Priority setting mechanism
- Data and information required

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What is the Michigan Industry Cluster Approach?



Tools for MICA Success!

Readiness Index
Progress Index
Technical Assistance
Web Portal
Cluster Training Fund

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MICA Readiness Index

Implement demand-driven
system

Response to advice from
MWA Directors

Based on research

Measure *readiness* and
progress

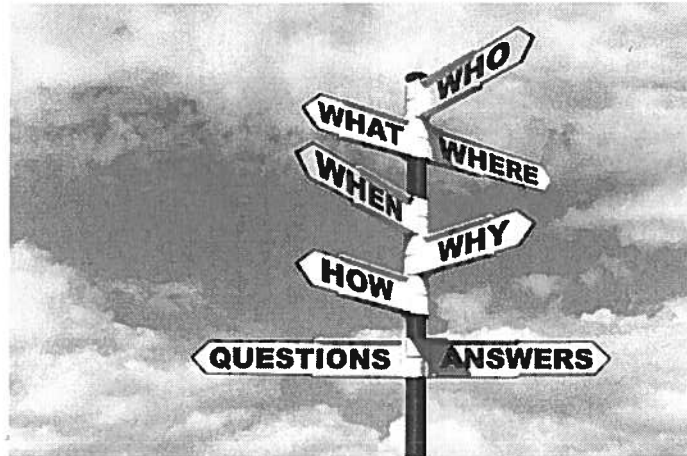
MICA Readiness Index

MICA Readiness Index - 2012

Identifying Information - Enter in column to the right	Data Entry Column (all items)
MICA submitting information	
Cluster name (if applicable)	
Industry sector or cluster	
Geographic area or coverage of cluster	
Contact person	
Email address	
Which best describes this cluster? Enter 1, 2, 3, 4 or, for "other," your description, in column to the right. <i>Select one only.</i>	
1. MICA is the convener	
2. Cluster convened by consortium of MICA's	
3. Non-MICA convenor but MICA engaged	
4. Cluster convened by WIOA or other state agency	
Other: briefly describe in the right	
The following shows the first two items in a completed form (arrow for instructional purposes only).	
EXAMPLE ASSESSMENT	Enter the number 1, 2, 3, or 4 only in this column across from the selected item
Cluster Governance/Decision-Making Structure	
1. Cluster has yet to establish a governance and decision-making structure	
2. Cluster is in the early stages of developing a governance and decision-making structure	2
3. Cluster has a basic governance and decision-making structure in place	
4. Governance and decision-making structure has been operational for over a year and is periodically evaluated by convenor and partners through a regular review process	
Employers have yet to assume the lead role in governance and decision-making activities for the cluster	
1. Leadership roles for employers relative to governance and decision-making are being developed	
2. Lead roles for employers relative to governance and decision-making are specified and are being formally operationalized	3
3. Lead roles for employers relative to governance and decision-making have been in place for at least one year	

"Clusters are like clouds"

Questions and Answers



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